

REMARKS

The above-noted amendments to claims 1-13, new independent claims 14-19, as well as the submission of a revised Specification, a new Abstract and three (3) replacement drawing sheets, are respectfully submitted prior to the initiation of prosecution of this application in the U.S. Patent and Trademark Office. New independent claims 14-19 are based on independent claims 1, 4, 10, 11, 12 and 13 respectfully. No new matter has been added.

The above-noted claim amendments are respectfully submitted in order to more clearly and appropriately claim the subject matter which applicants consider to constitute their inventive contribution. No new matter is included in these amendments. In addition, the revisions to the Abstract and Specification are submitted in order to clarify and correct the Abstract and Specification and to conform them to all of the requirements of U.S. practice. Replacement drawing sheets, as well as annotated sheets, for FIGS. 4, 8, and 19 have been submitted to correct minor typographical errors. No new matter is included in these amendments.

In view of the above, it is respectfully requested that these amendments now be entered, and that prosecution on the merits of this application now be initiated. If, however, for any reason the Examiner does not believe that such action can be taken, it is respectfully requested that he/she telephone applicants' attorney at (908) 654-5000 in order to overcome any objections which he/she may have.

**IN THE DRAWINGS**

FIGS. 4, 8, and 19 have been amended to correct minor typographical errors. Three (3) sheets of Replacement Drawings for FIGS. 4, 8, and 19, as well as marked up annotated sheets showing the corrections to the drawings, are attached.

If there are any additional charges in connection with this requested amendment, the Examiner is authorized to charge Deposit Account No. 12-1095 therefor.

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Respectfully submitted,

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## ABSTRACT

A transmission apparatus and a reception apparatus with have improvedment characteristics of such as entertainment and, a convenience, or the like for the for a user who receivesing contents received by a digital satellite broadcast receiver. A broadcasting side, along with a first content (video/audio content:—promotion video), broadcasts a content (second content) as data for forming a GUI related to a broadcast content as theis video/audio signal. A reception apparatus side receiving these contents executes a process for outputting a GUI together with a picture of the first content in accordance with thea description in aef script of the second content. Further, a process is executed to generate use history information in accordance with use—of—the user's use of the first content in the reception apparatus and to change thea content of a service provided on the GUI based on the basis—of—use history information. According to this structure, the service content provided on the GUI varies in accordance with the operation and behavior of the user in response to a screen picture/audio of the first content.